To: Young, Mark, Warden, Kevin D., Qualkinbush, D, Overfelt, Gary W., Mittica, Richard A., Martel, Tom, Harbaugh, Larry W., Grossberg, S, Ford, Bruce P., Delury, Kevin, Cordell, Sharon S., Addessi, A S=O'Rourke; G=Rory; I=J.; O=msmail; P=rjrt; A=rjrx400; C=us
From: S=Lamphier; G=Michael; I=D.; O=msmail; P=rjrt; A=rjrx400; C=us
Posted: 12/20/96 22:07
Opened: 12/31/96 13:55
Subject: Moonlight 1997 Plans

1/3/97
Copy to
Richards
Gambardella
Maney
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Grossberg
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mgm

As we approach the end of year I wanted to give you each a head's up as to some of the things that we will be doing with Moonlight during the early part of next year. I hope this info. is helpful in preparing for '97.

Following discussions with management about our year one results, it has been decided that we will continue in test market through May '97. During that time, we will be looking to optimize our efforts in market while we await additional share and consumer data.

The following are things on our plate for early January '97. Please review these and call me with any questions or concerns.

NEW PRODUCT

-We intend to launch a new Moonlight brand called "HOUSE BLEND" to all Moonlight markets in early March. House Blend is an aromatic blend of tobacco that uses the Royal Comfort flavor system to deliver a pleasant "pipe-like" aroma and an unusually smooth taste. The packaging and name are designed to reflect the feelings associated with an aromatic blend of coffee. While the taste is not "coffee-like," consumers have really responded to the association with coffee.

-Our hope is that by launching House Blend, you will have a tool to keep Moonlight's image fresh as well as a way to deal with low-performing SKU's. At the discretion of your reps., our thought is that you can trade out slow SKU's for this new brand. Consumers have confirmed for us that too many Moonlight brands on the display confuses them and clutters up the Moonlight appearance (not to mention retailer concerns about SKU proliferation).

-Sales planning will be in touch with you to communicate the necessary info. (fact sheets, etc.). In the meantime, please be thinking about the quatities of HOUSE BLEND gratis, pasters and brand stickers that you will need for your market for the period March-May.

EXISTING PRODUCT

-Based on style performance, we have decided not to remanufacture CITY METRO, and NORTH STAR. This means that after your accounts have sold their remaining inventory, none will be available for reorder. We are still assessing the performance of POLITIX in Chicago and will arrive at a decision after the new year.

-We would like to work toward a Moonlight presence at retail that utilizes the top four performers in each market and displays only those brands. As a result, our recommendation is that you trade out these old styles for HOUSE BLEND during the March introduction.

EXISTING SALES MATERIALS

-Based on the feedback provided by each of you in our recent survey, and in the interest of optimizing our POS resources, the following are materials that we will continue to produce for Moonlight. Please think about additional quatities that you will be needing through May '97. We will be allocating the remainder of the discontinued items early in January.

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Source: https://www.industrydocuments.ucsf.edu/docs/glgy0000

CONTINUED
511334 28x12 Door Decal
All Pasters
All brand stickers
515432 Mini Display
511325 Open shelf display
510035 Window decal

DISCONTINUED (still available till we run out of existing inventory)
Remainder of items from Moonlight POS sheet

I hope this will help you as you think about your needs for Moonlight during the early part of next year.

Please call me if you should have any questions. (x.2992)

Michael Lamphier

51847 8288

Source: https://www.industrydocuments.ucsf.edu/docs/glgy0000